

(Amended) 1. A method of operating a business processing unit to generate a context for an interaction between a consumer and a business comprising:

storing historical interaction data between a consumer and a business in a historical interaction database, the historical interaction data regarding interactions between the business and the consumer;

receiving a communication from the consumer through a device to obtain interaction data;

accessing in accordance with the obtained interaction data historical interaction data regarding the consumer; and

generating from the accessed historical interaction data a context for the communication received from the consumer.

(Amended) 2. The method of claim 1, wherein the communication through the device is received via an access channel.

(Amended) 3. The method of claim 1, further comprising:

mining the interaction data from previous consumer to business interactions to generate historical interaction data; and

the storage of historical interaction data between a consumer and a business includes storing the mined interaction data from the previous consumer to business interactions in the historical interaction database.

(Amended) 4. The method of claim 1, further comprising:

transmitting the historical interaction data to the device through which the communication was received.

(Amended) 5. The method of claim 4, wherein the transmission of the historical interaction data to the consumer includes providing the historical interaction data to the consumer in a consumer actionable format at the device through which the communication was received.

(Amended) 7. The method of claim 6, wherein the communication includes consumer identification data.

(Amended) 8. A method of interaction between a business and a consumer comprising:

maintaining a database of past interaction data from previous consumer to business interactions;

receiving an interaction initiation having interaction data from a consumer;

accessing in accordance with the received interaction data past interaction data regarding the consumer from the database of past interaction data; and

generating a context from the past interaction data regarding the consumer that was accessed in accordance with the received interaction data.

(Amended) 9. The method of claim 8, wherein the interaction initiation is received via an access channel.

(Amended) 10. The method of claim 8, further comprising:

mining the interaction data from previous consumer to business interactions to generate historical interaction data; and
the maintenance of past interaction data includes storing the mined interaction data in the past interaction database.

(Amended) 11. The method of claim 1, further comprising:

presenting the generated context to the consumer.

(Amended) 12. The method of claim 11, wherein the presentation of the generated context to the consumer includes providing the generated context to the consumer in a consumer actionable format.

(Amended) 13. A method for generating context for an e-mail from a consumer to a business regarding an Internet site of the business, the method comprising:

receiving an e-mail originating from an Internet terminal of a consumer, the e-mail having consumer identification data and consumer Internet session history data regarding an Internet site of the business;

accessing in accordance with the consumer identification data stored historical interaction data regarding the consumer;

generating a response to the email in accordance with the consumer identification data, the consumer Internet session history data, and the accessed historical interaction data.

(Amended) 15. The method of claim 13, further comprising:

automatically generating a template e-mail on the Internet terminal of the consumer in response to the consumer selecting an e-mail link on the business Internet site, the template e-mail including the consumer identification data and the consumer Internet session history.

(Amended) 16. The method to claim 15, further comprising:

automatically invoking an e-mail program on the Internet terminal of the consumer in response to the consumer selecting the e-mail link on the business Internet site and providing the template e-mail to the e-mail program.

(Amended) 17. The method of claim 13, further comprising:

mining interaction data from previous consumer to business interactions;
and

storing the mined interaction data from the previous consumer to business interactions in a historical interaction database.

(Amended) 18. An apparatus for establishing a context of an interaction between a consumer and a business comprising: